



WFLX

ORDER

Print Date 10/02/12 Page 1 of 2

Flight Dates 10/03/12-10/15/12

Contract / Revision 831423 /

Original Date / Revision
10/02/12 10/02/12

Advertiser Republican Party of Florida

Agency McLaughlin & Associates

Buying Contact

566 South Route 303
Blauvelt, NY 10913

Product

RPOF (Peterson, Gardiner, Gaetz)

Agency Com 15%

Billing Contact

566 South Route 303
Blauvelt, NY 10913

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 531

Alt Order # 06360943

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-54

Rev Codes Agency Political Pol-Candid

Product Codes PL610

Priority P 1

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

Account Executive	Order%	Start Date	End Date
Will Hilderbrandt	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
DFLX	%	
WFGC	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPTV	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	\$9,804.75	\$11,535.00	0.00
Totals	38	\$9,804.75	\$11,535.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	38	\$9,804.75	\$11,535.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/03/12	10/05/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	--WTF--	:30	3	\$155.00	P 1	0.00	NM	3	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--		3				\$155.00		0.00			
E 2	WFLX	10/08/12	10/12/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	MTWTF--	:30	5	\$155.00	P 1	0.00	NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF--		5				\$155.00		0.00			
E 3	WFLX	10/15/12	10/15/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	1-----	:30	1	\$155.00	P 1	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WFLX, West Palm Bch FL</u>	Date: <u>10.01.12</u>
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I, McLaughlin & Associates,

being/on behalf of: RPOF 3 Pack (Peterson, Gardiner, Gaetz), a legally

qualified candidate of the Republican political

party for the office of: FL State Senate

in the General

election to be held on: 11.06.12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<u>WFLX# 831423</u>			

Total Charges: ORDER ATTACHED

9804.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10.01.12

Date

M Campbell

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

John Heston

Printed Name

GM

Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 10/2/12

BUYER:	Marianne Campbell
AGENCY:	McLaughlin & Associates
ADDRESS:	566 South Route 303 Blauvelt, NY 109313
PHONE #:	203 966 9757
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Melanie Peterson for State Senate
CHAIRPERSON:	
TREASURER:	
ADDRESS:	
PHONE #:	
FAX #:	
OTHER:	

FOR

CANDIDATE:	Melanie Peterson
OFFICE:	St. Senate
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	John Heislman	STATION:	WFLX
FROM:	Will Hildebrandt	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 10/2/12

BUYER:	Marianne Campbell
AGENCY:	McLaughlin & Associates
ADDRESS:	566 South Route 303 Blauvelt, NY 10913
PHONE #:	203 966 9757
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Andy Gardiner for State Senate
CHAIRPERSON:	David Grill
TREASURER:	
ADDRESS:	1013 East Michigan St. Orlando, FL 32806
PHONE #:	407 428 5800
FAX #:	
OTHER:	

FOR

CANDIDATE:	Andy Gardiner
OFFICE:	St. Senate
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



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PHONE #:	203 966 9757
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Campaign Account of Don Gaetz
CHAIRPERSON:	
TREASURER:	Nancy Watkins
ADDRESS:	24 Bluewater Point Niceville, FL 32578
PHONE #:	813 254 3369
FAX #:	
OTHER:	

FOR

CANDIDATE:	Don Gaetz
OFFICE:	St. Senate
PARTY:	Republican

DAYPARTS:	ALL
SCHEDULE DATES:	As Ordered
COMMERICAL LENGTH:	:30'S
PROGRAMS:	ALL
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	